DHA SUFFA UNIVERSITY

Department of Computer Science Fall-2024

Project Proposal

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| **Program/Section** | BS - CS |
| **Course Code:** | CS-1101L |
| **Course Title:** | Applications of Information and Communication Technologies Lab |
| **Project Details** | |
| **Group Members**  (maximum 5 members allowed) | |  |  |  | | --- | --- | --- | | **S. #** | **Reg. #** | **Name** | | 1 | Cs241149 | Rohit Raj | | 2 | Cs241200 | Shivam Kumar | | 3 | Cs241208 | Sooraj Shivani | | 4 |  |  | | 5 |  |  | |
| **Project Title** |  |
| **PLAN:** | The development of Black&White will follow these phases:   1. **Design**: We will create a user-friendly, mobile-first design with clear navigation and a seamless experience. 2. **Platform Development**: Choose and implement a scalable eCommerce platform (like WooCommerce) with features like product catalogs, secure payment gateways, and streamlined checkout. 3. **UX**: Ensure an intuitive customer journey with advanced search, filters, and user accounts. 4. **Testing & Launch**: Conduct testing across devices, followed by a full launch. 5. **Post-Launch**: Implement marketing campaigns (SEO, social media, email) and optimize based on analytics. |
| **MOTIVATION:** | The goal is to provide a seamless, secure, and convenient online shopping experience that meets customer needs. With growing online shopping trends, this platform will help customers shop more efficiently while driving business growth through enhanced user experience and satisfaction. |
| **RELEVANCE:** | This platform will benefit eCommerce businesses across various sectors (e.g., retail, fashion, health). It will provide a secure and scalable solution for businesses to manage sales while offering consumers an easy, reliable shopping experience |
| **Proposal submission deadline** | 28/12/2024 |

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| Approved/Not Approved |
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| *Engr. Durr-e-Shahwar* |